

# **Blue Ridge Road District Study: A Blueprint for Collaborative, Integrated Planning and Development**

## **Summary**

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Extensive groundwork has been completed over the past three years by key property owners to organize and engage more than 200 interested parties in the area's future. At a public meeting held on April 2, 2011, participant's comments and discussion provided language for an updated vision statement to help guide the process moving forward:

*The Blue Ridge Corridor District is a 24/7 urban place, with distinct activity areas unified by the corridor. The corridor is beautifully landscaped with wide sidewalks and pedestrian-scaled lighting. Bicyclists and pedestrians have easy access along the corridor to the greenway and open space and to the medical, museum, and university zones. Transit links activity centers, campuses, residential areas, and Downtown. Surrounding the corridor is sustainable, integrated development; the result of the successful partnership among State, City, and private property owners that emphasized collaboration and master plan integration and enhancements. The District supports and encourages mixed-use development (cultural, commercial, academic, retail, entertainment, residential, and office – both private- and State-owned). Surrounding the District is natural landscape and a thriving residential community.*

The City of Raleigh, NC, is accepting proposals for the stated services from qualified consultants to prepare a study that encompasses analysis of the following elements:

- Transportation conditions
- Environmental conditions
- Infrastructure
- Economic and market analysis
- Physical condition of existing uses
- Urban design inventory
- Social, cultural, and historic resources

The consultant team will produce conceptual solutions for the District that address:

- Land Use Scenarios
- Transportation Improvements
- Environmental, Open Space, and Public Realm
- Social, Cultural and Historic Resources

Solutions will encompass implementation and phasing options that will inform the final study report to be presented to City Council.

Following is a complete list of consultant team deliverables:

- Issues, Opportunities, and Constraints Report
- Public Design Workshop Presentation and Summary

- Conceptual Solution Alternatives
- Draft Final Report
- Public Meeting Presentation
- Final Report
- City Council Presentation

Expected outcomes include using the information in the final report to initiate zoning amendments, comprehensive plan amendments, and transportation related design improvements. Ultimately, the information will provide a placemaking tool for large property owners to accommodate design guidelines relative to frontage, edges, public art, and urban design that will move the district to fulfilling its vision.